2010-2011 / 511 Rideshare Marketing Timeline and Plan

RMS Rewards

RMS Rewards

RMS Rewards

RMS Rewards

RMS Rewards

Earth Day

RMS Rewards

RMS Rewards

RMS Rewards

RMS Rewards

Main Campaign

ESR Services	General Support	General Support	General Support	General Support	Employer Events	Employer Events	General Support	General Support	General Support	General Support	General Support
Vanpool Services	General Support	General Support	General Support	General Support	General Support	General Support	General Support	General Support	General Support	General Support	General Support
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Month	September	October	November	December	January	February	March	April	May	June	July
E-mail											
Newsletter		Commute Chronicles		Commute Chronicles		Commute Chronicles		Commute Chronicles		Commute Chronicles	
E-Blast General		RMS Rewards				RMS Rewards	RMS Rewards		RMS Rewards	RMS Rewards	
E-blast Event						Beach Blanket Babylon					
E-blast Other								Earth Day			
Web / Social Media	Rideshare Redesign	Rideshare Redesign									
Web Site Flash	Rideshare	Rideshare	RMS Rewards	Rideshare	RMS Rewards	Beach Blanket Babylon	RMS Rewards	Earth Day	Rideshare	RMS Rewards	Rideshare Testimonials
RMS Incentives	Regional/County	Regional/County	Regional/County	Regional/County	Regional/County	Regional/County	Regional/County	Regional/County	Regional/County	Regional/County	Regional/County
Flash Promo Box Vanpool			Join a Vanpool	Join a Vanpool	Join a Vanpool	Join a Vanpool	Join a Vanpool	Join a Vanpool	Join a Vanpool	Join a Vanpool	Join a Vanpool
Facebook	RMS Rewards	RMS Rewards	RMS Rewards	RMS Rewards	RMS Rewards	BBB	RMS Rewards	Earth Day	RMS Rewards	RMS Rewards	Rideshare Testimonials
Twitter	Vanpool	Vanpool	Vanpool	Vanpool	Vanpool	Vanpool	Vanpool	Vanpool	Vanpool	Vanpool	Vanpool
Twitter	Carpool	Carpool	Carpool	Carpool	Carpool	Carpool	Carpool	Carpool	Carpool	Carpool	Carpool
Twitter	Services/Benefits	RMS Rewards	RMS Rewards	Services/Benefits	RMS Rewards	Beach Blanket Babylon	RMS Rewards	Services/Benefits	RMS Rewards	RMS Rewards	Services/Benefits
YouTube.com Other					Carpool Video	Carpool Video	Carpool Video	Carpool Video	Carpool Video	Carpool Video	Carpool Video
Promo Box General RRP		RMS Rewards	RMS Rewards	RMS Rewards	RMS Rewards	RMS Rewards	RMS Rewards	RMS Rewards	RMS Rewards	RMS Rewards	RMS Rewards
Promo Box Event RRP						Beach Blanket Babylon		Earth Day			
RRP Promotional Page	RMS Rewards	RMS Rewards	RMS Rewards	RMS Rewards	RMS Rewards	Beach Blanket Babylon	RMS Rewards	RMS Rewards	RMS Rewards	RMS Rewards	RMS Rewards
Broadcast						,					
Radio Traffic Spots		RMS Rewards				RMS Rewards	RMS Rewards				
PSA Pitch		71110 110110100				Carpool Video	Carpool Video	Vanpool Video	Vanpool Video		
Print								t disposit trace	van poor viaco		
Chamber Pubs/Alerts		Chamber Pubs/Alerts				Chamber Pubs/Alerts					
Sponsorship											
Safeway			Safeway	Safeway	Safeway	Safeway	Safeway	Safeway	Safeway	Safeway	Safeway
Peet's			Peet's	Peet's	Peet's	Peet's	Peet's	Peet's	Peet's	Peet's	Peet's
BBB			1 0010	1 0010	1 000	Beach Blanket Babylon	1 000	1 0010	1 0010	1 0010	1 0010
Retail TBD						Retail TBD	Retail TBD	Retail TBD	Retail TBD	Retail TBD	Retail TBD
Press/Publicity						Notali 155	Retail 100	riciali 100	Notali 188	Notali 100	Notali 100
Release/Alert General		RMS Rewards	RMS Rewards	Rideshare Cost Savings	Rideshare Benefits		RMS Rewards		511 RRP Research Data	RMS Rewards	Green/Environment
Release/Alert Event		INIO Rewards	KWO Kewards	Mideshale Cost Savings	Nidestiale Deficitio	Beach Blanket Babylon	Nino Newards	Earth Day	311 KKI Kesealon Dala	Trivio itewards	Oreen/Environment
Direct Mail						Beach Blanket Babylon		Earth Day			
Employer Survey					Employer Survey Letter						
Mailing Company/CEO					Targeted Executives	Targeted Executives					
Mailing Other					raigeled Executives	rargeted Executives					
_											
Collateral	Manhaita/Cananayanity	Mantaita/Camananita	\\\	Manufacita/Cananas units	Madaita/Caasassitu	VA / a who a it a / C a was as you it y	Manufacita/Camananita	Markaita/Cararassits	Manuscita (Caramanus itu.	VA/ a whereithe / Commonweither	VA/ and so it a / Company and its a
Bags	Worksite/Community	Worksite/Community	Worksite/Community	Worksite/Community	Worksite/Community Worksite/Community	Worksite/Community	Worksite/Community	Worksite/Community	Worksite/Community	Worksite/Community	Worksite/Community
Pens 511 Prochures	Worksite/Community	Worksite/Community	Worksite/Community	Worksite/Community		Worksite/Community	Worksite/Community	Worksite/Community	Worksite/Community	Worksite/Community	Worksite/Community
511 Brochures	County Libraries	County Libraries	County Libraries	County Libraries	County Libraries	County Libraries	County Libraries	County Libraries	County Libraries	County Libraries	County Libraries
RMS Incentives	DMC Davis I				DMC David			DMC David			
14-Day	RMS Rewards	DMC D			RMS Rewards	Decel Block St.		RMS Rewards	DMC D		
30-Day		RMS Rewards	D146 5	D140 D	D140 D	Beach Blanket Babylon	D110 D	DIAC D	RMS Rewards	DMC 5	DMC 5
90-Day		RMS Rewards	RMS Rewards	RMS Rewards	RMS Rewards	RMS Rewards	RMS Rewards	RMS Rewards	RMS Rewards	RMS Rewards	RMS Rewards
Review / Evaluation											